

## ORDER



**Orders**  
**Order / Rev:** 168434  
**Alt Order #:** 06861063  
**Product Desc:** Nine days  
**Estimate:** 313  
**Flight Dates:** 10/29/12 - 11/06/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** GENERAL

KOB

**Primary AE:** Melissa Palombo  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Stevens Reed Curcio & Potholm  
**Buying Contact:** Betsy Vonderheid  
**Billing Contact:**  
 201 Union Street Ste. 200  
 Alexandria, VA 22314-3219

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Reform NM Now  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** 99  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 10/25/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	47	\$34,000.00	\$28,900.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	47	\$34,000.00	\$28,900.00	0.00
<b>Totals</b>	<b>47</b>	<b>\$34,000.00</b>	<b>\$28,900.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/29/12	11/02/12	News 4 Today I 530a-6a	CM	M-F 530a-6a MTWTF--	:30	5	\$600.00	1	0.00	NM	5	\$3,000.00
EYEWIT NW TDY1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5		\$600.00		0.00				
E 2	All	10/29/12	11/02/12	News 4 Today II 6a-7a	CM	M-F 6a-7a MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
EYEWIT NW TDY2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5		\$850.00		0.00				
E 3	All	11/05/12	11/06/12	News 4 Today II 6a-7a	CM	M-F 6a-7a MT-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
EYEWIT NW TDY2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		1		\$850.00		0.00				
E 4	All	10/29/12	11/02/12	M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5		\$850.00		0.00				
E 5	All	11/05/12	11/06/12	M-F Today Show	CM	M-F 7a-9a MT-----	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		2		\$850.00		0.00				

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Advertiser: Reform NM Now  
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 Estimate: 313

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	All	10/29/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
EYEWIT-4 MIDDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$400.00		0.00			
E 7	All	11/05/12	11/06/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MT-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
EYEWIT-4 MIDDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	MT-----					1	\$400.00		0.00			
E 8	All	10/29/12	11/02/12	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$400.00		0.00			
E 9	All	10/29/12	11/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
EYEWITNS NEWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$850.00		0.00			
E 10	All	10/29/12	11/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	5	\$1,100.00	1	0.00	NM	5	\$5,500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$1,100.00		0.00			
E 11	All	10/29/12	11/02/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
EYEWITNS NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					2	\$1,400.00		0.00			
E 12	All	10/29/12	11/02/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p MTWTF-- (10:35 PM-11:30 PM)	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$500.00		0.00			
E 13	All	11/05/12	11/06/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p MT----- (10:35 PM-11:30 PM)	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	MT-----					1	\$500.00		0.00			
Totals													47	\$34,000.00
*Tax 1 Note: ABQ 7%.														

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